

UNIVERSITY OF TORONTO
UNIVERSITY EXTENSION



Evening Classes
SESSION 1952-1953

BUSINESS AND INDUSTRY COURSES

Application forms and any information desired may be
obtained from University Extension, Simcoe Hall,
University of Toronto, Toronto 5,

Telephone Midway 6611
Locals 18, 21, 22 and 23

"LIFELONG LEARNING"

September, 1952

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<i>President</i> . . .	Sidney E. Smith, Q.C., M.A., LL.B., LL.D., D.C.L., F.R.S.C.
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<i>Assistant, Evening Classes</i>	Miss M. M. Hargreaves

FOREWORD

This booklet describes in some detail the Business and Industry Courses. We hope that these courses will prove stimulating and worth while to all those selecting a course or subject. If they provoke interest and thought which can be applied by those concerned with industrial progress, they will be a success.

In issuing this programme on Evening Courses for Business and Industry, we wish to thank the course directors and the lecturers of many University Departments and business organizations for their interest and co-operation. The expert guidance given freely by these leaders in their professional fields has contributed greatly to the programme.

University Extension,
September, 1952.

J. R. GILLEY,
Director.

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UNIVERSITY OF TORONTO
UNIVERSITY EXTENSION

BUSINESS AND INDUSTRY COURSES
GENERAL INFORMATION

Location of Class Rooms: Business and industry classes meet in the Mechanical Building, in the McLennan Laboratory (Physics Building) on King's College Road, in the Wallberg Building at the corner of College and St. George Streets, and in the Mining and Engineering Buildings.

Registration: Students should enrol, either by mail or in person, before September 30th and applications should be addressed to University Extension, Room 222, Simcoe Hall, the entrance to which is immediately west of Convocation Hall. As some classes will likely be filled before the opening date, it would be advisable to apply before the last week in September.

Important: In order to accommodate students and enable them to enrol early, registrations will be taken the week of September 22nd, Monday, Tuesday, Wednesday and Thursday evenings from 7 to 9:30 p.m. in the Mechanical Building (North of Mining Building, College Street, and King's College Road). Members of the staff of University Extension will be present on these evenings and will be pleased to assist individual students in the choice of a course or programme of study.

Fees: Fees are payable in advance and cheques, made payable to the UNIVERSITY OF TORONTO should be at par in Toronto, and stamped. Applicants should use the forms provided with this syllabus (or they may be obtained on request) and should send them in, with fees, during September (see above paragraph). Should a class not be organized, the full fee will be refunded. The fee for occasional students or visitors is \$1.25 a lecture and, in a few subjects, slightly higher, but when the enrolment is large it will not be possible to admit occasional students to a class or classes. See the time-table for the fee for each subject.

Refunds: After a course has begun, refunds will be authorized only on the basis of very good reasons for the students' inability to continue in a class or classes. As the fee is merely nominal, no refund is made after the second lecture in any subject or course.

Organization of Classes: The number who can be admitted to some classes is limited and when the maximum enrolment has been reached, no more applications will be accepted for these classes. No class is organized until the Department has received and accepted the required number of applications.

Transfer to other classes: All requests for readjustments and for changes in classes must be made, not to members of the teaching staff, but to members of the staff of the Department of University Extension.

Admit-to-lecture cards: A student, upon enrolling, will receive a numbered receipt which will also be his admit-to-lecture card. The student will be required to show this receipt at each lecture, before entering the classroom.

Certificates: There are no academic entrance requirements and in general the classes do not lead to any examination, diploma or degree.

Note: Most of the classes herein described commence in the first week of October. No classes are held on the evening of Thanksgiving Day which will be Monday, October 13th.

ADVANCED COURSE IN ACCIDENT PREVENTION

Nine lectures
Monday evenings

The growth of industry in Canada makes the problem of workmen's safety one of major importance. Engineered safety devices and techniques offer increasing security to the worker.

This is the first time this course has been offered. The course is designed for those responsible for safety in industry. There will be nine lectures. Admit-to-lecture slips will be made transferable among individuals in a firm so that firms may send employees from different departments to lectures in which they are particularly concerned.

The course is sponsored by the Toronto and York Section of the Ontario Industrial Accident Prevention Association.

Lectures:

- | | | |
|-----------|----|--|
| September | 29 | WHY PREVENT ACCIDENTS?
LECTURER: R. G. D. Anderson, General Manager, Industrial Accident Prevention Association.
E. E. Sparrow, Chairman, Workmen's Compensation Board of Ontario. |
| October | 6 | HAND AND PORTABLE TOOLS SAFETY
LECTURER: To be announced. |
| October | 20 | ELECTRIC HAZARDS IN INDUSTRY
LECTURER: V. A. Beamish, Canadian General Electric Company Limited. |
| October | 27 | PRINCIPLES OF MACHINE SAFEGUARDING
LECTURER: H. W. Heinrich, Assistant Superintendent, Engineering and Loss Control Division, The Travelers, Hartford, Connecticut. |
| November | 3 | MATERIAL HANDLING PROBLEMS
LECTURER: J. Harvey Meikle, Royal Liverpool Insurance Group, New York, N.Y. |
| November | 10 | FIRE PREVENTION AND PROTECTION
LECTURER: G. W. Underhaye, Polymer Corporation. |
| November | 17 | INDUSTRIAL HEALTH HAZARDS AND THEIR CONTROL
LECTURER: Dr. F. M. R. Bulmer, Division of Industrial Hygiene, Ontario Department of Health. |
| November | 24 | DANGERS OF PRESSURE EQUIPMENT
LECTURER: Mr. John A. Shannon, Supervisor, Boiler Division, Engineering Department, The Fidelity and Casualty Company of New York. |
| December | 1 | PERSONAL PROTECTIVE EQUIPMENT
LECTURER: H. Mabson, Chief Inspector, Industrial Accident Prevention Association, Toronto. |

PLACE: Room 254, Mechanical Building.

TIME: Mondays, 8 p.m., commencing September 29th.

FEE: \$10.00.

ADVERTISING

Twenty lectures
Tuesday evenings

This Course, which is sponsored by The Advertising and Sales Club of Toronto, is a concentrated presentation of advertising principles and technique as used in modern business. It is a practical Course designed (1) for young men and women now employed in advertising, who desire to increase their all-round knowledge and enhance their value to employers, (2) for business men whose firms do not maintain a separate advertising department, and (3) for those wishing to prepare themselves for a definite career in advertising.

Special attention is given to the writing of both publication and radio copy; to newspapers, magazines and other media in which advertising appears; to the public's attitude and response to advertising; and to making the dollar expended yield maximum results. A number of leaders in the field of advertising contribute their time, knowledge and experience as guest lecturers. An open discussion period is held each evening at the close of the lectures, when questions from students are welcomed.

The Course is covered in twenty Tuesday evenings, from 7:30 to 9:30, and is held in Room 135 of the McLennan Laboratory on King's College Road. The first lecture is scheduled for October 7th.

1952—Part 1—Preparation and Creation of Advertising

- | | | | |
|---------|----|---|--|
| October | 7 | (1) LET'S GET ACQUAINTED | Introductory talk outlining the Course, its aims and objectives. |
| | | (2) WHAT IS ADVERTISING ALL ABOUT? | Advertising is as old as the Phoenicians, as modern as Atomic Energy. Its development and place in today's business. Advertising defined and applied. |
| October | 14 | (1) THE WORKERS IN ADVERTISING AND WHAT THEY DO | The People in Advertising. Who they are—What they do for a living—How they do it. How to get into Advertising and How to Stay there. |
| | | (2) WHAT MAKES ADVERTISING TICK? | Advertising as an Economic Force. Human Needs and Desires. Motives for buying. Who pays for Advertising? The proven appeals. Its relation to Selling. |
| October | 21 | (1) LET'S WRITE AN ADVERTISEMENT—IT'S EASY! | A practical exercise in writing Copy, with somewhat unexpected results—even success! |
| | | (2) COPY THAT'S READ | Writing Advertising Copy. Principles of Appeal and of Construction. What the Copy Writer must know about Emotions, Senses and Instincts—also about Words and People. |
| October | 28 | (1) THE IMPORTANCE OF HEADLINES | Heads and Sub-Heads. How long should a Headline be, Sure-fire formulas for headlines that "work". |

- (2) MORE ABOUT WRITING COPY
Different types of Copy. Long vs. Short Copy. Openings and Closings. Amplifying the promise of the Headline. Ethics.
- November 4 (1) THE ANATOMY OF AN ADVERTISEMENT
The different elements of an advertisement and the function of each. Measuring advertisements. Five functions of every advertisement which must be planned for.
- (2) COPY THAT'S LISTENED TO
Radio copy. The difference between Eye and Ear writing. Principles of Construction and Appeal. Good copy and bad.
- November 11 (1) WHAT TO DO WHEN COPY IDEAS "WON'T COME"
Proven, working formulas that produce copy as written by professionals. You listen—while the Course Director goes out on a limb!
- (2) THEY SAY A PICTURE IS WORTH 10,000 WORDS
The pattern of an advertisement in relation to copy. How the layout makes an advertisement eye-arresting and attracts readership. Roughs, Visuals and Comprehensive Layouts. Finished artwork and techniques.
- November 18 (1) HOW ARTWORK AND COPY BECOME PRINTING SURFACES
Exhibits, Slides and Lecture explain Photo-Engraving—Line, Halftone, BenDay, Electrotypes, Stereotypes, Matrices, etc.
- November 25 (1) THE ADVERTISING AGENCY AND HOW IT FUNCTIONS
Agency Men and Women at Work. How an Agency serves its Clients and How it is Paid. Its relations to both Clients and Media. What do they do for their 15 and 2?
- (2) COLOR IN ADVERTISING
The influence of color on everyday life. Its effect on habits, health and emotions. How color affects both advertising and buying. How to plan the use of color effectively.
- December 2 (1) WHY PEOPLE READ ADVERTISEMENTS
Who reads your advertisement? Why is advertising read—or skipped over? How to gear your advertisements to appeal to the preferences of readers.
- (2) GETTING THE FACTS BY ASKING QUESTIONS
Research as a means of finding out what consumers really think. Determining size, location and value of markets. How data is collected, tabulated, and appraised.

- December 9 (1) WE PLAY "TWENTY QUESTIONS"
A Quiz Review of what we have learned. Mark your own paper, and "let your conscience be your guide". An interesting, sometimes surprising, way of checking your knowledge.
- (2) THE FRENCH-SPEAKING MARKET IN CANADA
Of major importance in planning marketing and advertising campaigns, this lecture deals with the scope and extent of the French Market, and how to reach its buyers successfully.

1953—Part 2—Application and Operation of Advertising

- January 6 (1) THE FUNCTIONS OF ADVERTISING IN BUSINESS
Advertising as an economic force. Who pays for Advertising? How is it related to human needs and desires? Its effect on Standards of Living and Prices.
- (2) NEWSPAPERS—THE BACKBONE OF ADVERTISING MEDIA
Daily, Weekly and Weekend Newspapers—their uses in Advertising planning. Display and Classified Advertising. Rates, Positions, Circulations, A.B.C. etc.
- January 13 (1) MAGAZINES—GENERAL, CLASS, FARM AND SPECIAL
The uses and functions of each. Their Departments, Readership, Color Availabilities, Length of Life, Mechanical Requirements, Merchandising Services, etc.
- (2) TRADE PUBLICATIONS
The Magazines people read to learn what is going on in their own line of business. The scope and extent of Trade Papers and Technical Journals, and their place in Advertising.
- January 20 (1) RADIO AND TELEVISION (STATIONS)
Forms of Broadcasting. Types of stations. Network and Local Broadcasts. Rates, Discounts, Ratings, etc. How to select Radio Stations and Times.
- (2) RADIO AND TELEVISION (PROGRAMMING)
How the Radio Program is decided upon and its relations to the product or services. How it is written and produced. Commercials, Talent, Writers, Spot Announcements, etc.
- January 27 (1) TRANSPORTATION ADVERTISING
Advertising on Street Cars and Buses—Inside and Outside. When and why it is effective. Art and Copy Techniques. What it costs and how it is checked.
- (2) OUTDOOR ADVERTISING
A Slide-Film presentation of Posters, Painted Bulletins, and electric Signs and Spectaculars. Choosing artwork, writing the message, and selecting locations.

- February 3 (1) **ANYTHING THAT CAN BE SOLD CAN BE SOLD BY DIRECT MAIL**
What Direct Mail is and is not. Different types and techniques. How to get a Mailing List. Planning, Follow-up and Testing. Practical "how-to" suggestions.
- (2) **FILMS CAN SELL GOODS AND IDEAS**
Commercial uses of "movies". Color vs. Black and White. How a feature is planned, written and produced. A most interesting subject, illustrated with recently-made films.
- February 10 (1) **HOW TO GET FREE PUBLICITY IN THE PAPERS**
Writing Press Releases that Editors will print—what is legitimate publicity and what is not. A practical study of "do's" and "don'ts" on Free Press Notices.
- (2) **ADVERTISING IN THE INDUSTRIAL FIELD**
A detailed, valuable explanation of a specialized and often neglected type of advertising, which presents its own problems and requires specific techniques.
- February 17 (1) **THE DEALER AND HIS PLACE IN ADVERTISING**
A specific case-history, given by the Advertising Manager of a nationally-advertised product, of his Company's merchandising and dealer-relations.
- February 24 (1) **THE MAGIC IS IN THE WORDS**
The Message of Advertising—does it sparkle or smoulder? Selecting the right, sales-potent words for copy. Examples of good and bad copy. The thrill of creative writing.
- (2) **THE COMPLETE CAMPAIGN**
Relation of every phase of advertising to a pre-conceived plan. Deciding on the strategy. Putting the campaign into action. Checking every phase for results.
- March 3 (1) **WE PLAY "TWENTY QUESTIONS"**
You write the answers to 20 questions, and you check your own answers. Nobody but you knows how much you have learned or not learned. Even you will be surprised!
- (2) **"LOVE ME, LOVE MY DOG"**
A study of Public Relations. What the general public, employees and shareholders think of the Company and its products or services is becoming more important every year.
- March 10 (1) **SO NOW YOU'RE AN ADVERTISING MAN!**
How to present and sell yourself, your ideas, your work. Keys to success and money. This lecture, by an outstanding speaker, is the high note of the entire Course.

LECTURERS:

- R. W. Allworth, Superintendent, Rapid Grip and Batten Limited.
W. D. Ardell, Sales Manager, Canadian Car and Business Advertising, Limited.
Hubert S. Baxter, Account Executive, Baker Advertising Agency Limited.
R. V. Birtwhistle, Toronto Manager, Anderson, Smith & Cairns Limited.
W. D. Byles, Radio Director, Young and Rubicam Limited.
Robert M. Campbell, Vice-President, J. Walter Thompson Company, Limited.
Wilfrid A. Campbell, Assistant Advertising Manager, The Toronto Star.
C. R. Conquergood, President, Canada Printing Inks Limited.
Larry Cromien, Partner, Peterson Productions.
J. Daly, Representative, Hugh C. MacLean Publishing Company.
R. G. Fitzpatrick, Account Executive, R. C. Smith & Son Limited.
Errol Fraser, Representative, E. L. Ruddy Company, Limited.
Don Henshaw, Account Executive, MacLaren Advertising Company, Limited.
Richard G. Lewis, Publisher, "Canadian Broadcaster & Telescreen".
Duncan MacInnes, Manager, Magazine Advertising Bureau of Canada.
R. O. McKeown, Vice-President, A. J. Denne & Company Limited.
Allan E. Ross, Assistant Advertising Manager, Goodyear Tire and Rubber Company Limited.
Wilfrid Sanders, Director, Canadian Opinion Company.
George Sleightholm, Advertising Department, Toronto Star Weekly.
George M. Smith, President, Industrial Advertising Agency Limited.
Robert Syrett, Proprietor, Publicity Associates Inc.
R. Taber, President, Taber, Dulmage & Feheley.

OTHER LEADERS IN THE BUSINESS OF ADVERTISING

- COURSE DIRECTOR: G. Alec Phare, Managing Director,
R. C. Smith & Son Limited, Advertising Agency.
ASSISTANT DIRECTOR: Arthur C. Benson, Business
Manager, R. G. Lewis & Company Limited.

PLACE: Room 135, McLennan Laboratory.

TIME: Tuesdays, 7:30 p.m., commencing October 7th.

FEE: \$16.00 for complete Course. Part I—\$10.00

Part II—\$10.00

COLOUR—ITS BASIC CONTENT AND USE

Ten lectures
Wednesday evenings

Lectures:

October	15	Introductory—Survey of whole Course.
October	22	History and Language. Colour related to Physics, Chemistry and Physiology.
October	29	Colour Systems—Munsell, Ostwald, Villalobos.
November	5	Psychological aspects of colour.
November	12	Colour problems in industry. Tolerances, artificial illumination problems.
November	19	Colour in packaging and display.
November	26	Interiors—Harmony with a chosen, existing colour scheme like a picture or a fabric.
December	3	Interiors—Harmony with and between existing colours beyond our control.
December	10	Interiors continued. Books and charts for reference.
December	17	Review.

COURSE DIRECTOR: W. E. Carswell, B. Arch., Associate Professor of Architecture, University of Toronto; Colour Consultant to Sherwin-Williams Paint Company, Limited.

PLACE: Room 252, Mechanical Building.

TIME: Wednesdays, 8 p.m., commencing October 15th.

FEE: \$10.00

FOREIGN TRADE

Sixteen lectures
Thursday evenings

This Course has been arranged in cooperation with the Institute of Business Administration and is sponsored by the Canadian Exporters' Association.

As in the course given in the session of 1951-52, the lecturers will be experts in their particular field, chosen from Universities and firms engaged in the field of Foreign Trade. Names of lecturers will be announced later.

The Course is divided into two parts:

Part I—The fall series will be concerned with an analysis of Foreign Trade opportunities in Pan America and Europe.

Part II—The winter series will be concerned with Foreign Trade opportunities in the Middle East, Africa, the Far East and Australasia.

PART I

Lectures:

October	16	GENERAL MARKET ANALYSIS—Pan America
October	23	Mexico and Central America
October	30	South America
November	6	Caribbean Area

November	13	GENERAL MARKET ANALYSIS—Europe
November	20	Northern Europe
November	27	Central and Southern Europe

PART II

January	8	GENERAL MARKET ANALYSIS—Australasia
January	15	Australia, New Zealand
January	22	Pacific Area
January	29	GENERAL MARKET ANALYSIS—Far East
February	5	India, Pakistan, Burma, Ceylon
February	12	Japan, China, Malaya, Indonesia
February	19	GENERAL MARKET ANALYSIS— Africa and the Middle East
February	26	Africa
March	5	Middle East

COURSE DIRECTOR: Ivan E. Lenard, Export Sales Manager, Canadian Breweries, Limited, Toronto.

ASSISTANT COURSE DIRECTOR: John A. Marsh, M.B.E., General Manager, Canadian Exporters' Association.

PLACE: Room 252, Mechanical Building.

TIME: Thursdays, 8 p.m., commencing October 16th.

FEE: \$20.00 for complete course

Part I—7 lectures—\$10.00

Part II—9 lectures—\$15.00

Single Lecture—\$2.00

HOW TO INVEST YOUR MONEY

Ten lectures

Wednesday evenings

A comprehensive and valuable Course offered in co-operation with the Educational Committee of the Investment Dealers' Association of Canada.

This has been a very successful Course for the past three years.

This Course is planned to give a basic knowledge of Investments and it should prove to be of value to the individual investor.

It will also be of particular interest and help to those just starting an investment programme.

The lecturers are men of practical experience, thoroughly conversant with this subject, and have been chosen from well-known financial houses, as seen below.

Lectures:

October	8	BACKGROUND FOR INVESTMENT LECTURER: B. L. Coyne, Deacon, Findley, Coyne Limited.
October	15	BONDS AND DEBENTURES LECTURER: W. P. Wilder, Wood, Gundy and Company, Limited.

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| October | 22 | COMMON AND PREFERRED SHARES
LECTURER: B. L. Coyne, Deacon, Findley, Coyne Limited. |
| October | 29 | HOW TO UNDERSTAND FINANCIAL STATEMENTS—I
LECTURER: L. E. Barlow, McLeod, Young, Weir and Company, Limited. |
| November | 5 | HOW TO UNDERSTAND FINANCIAL STATEMENTS—II
LECTURER: L. E. Barlow, McLeod, Young, Weir and Company, Limited. |
| November | 12 | BONDS TO BUY FOR SECURITY AND INCOME
LECTURER: W. P. Wilder, Wood, Gundy and Company, Limited. |
| November | 19 | PREFERRED SHARES TO BUY FOR SECURITY AND INCOME
LECTURER: R. A. Mitchell, A. E. Ames and Company, Limited. |
| November | 26 | COMMON SHARES TO BUY FOR INCOME AND PROFIT
LECTURER: R. A. Mitchell, A. E. Ames and Company, Limited. |
| December | 3 | INVESTMENT MANAGEMENT
LECTURER: T. P. N. Jaffray, Dominion Securities Corporation, Limited. |
| December | 10 | BUILDING THE INVESTMENT PORTFOLIO
LECTURER: T. P. N. Jaffray, Dominion Securities Corporation, Limited. |

PLACE: Room 102, Mechanical Building.

TIME: 8 p.m., commencing October 8th.

FEE: \$10.00.

INDUSTRIAL AND BUSINESS ADMINISTRATION

Sixteen lectures
Tuesday evenings

This Course is intended for those actively engaged in Industrial and Business Administration. It has been established as the result of the response to a similar Course given during the last four years. The series is arranged in co-operation with the Institute of Business Administration.

Graduates of any university or those with equivalent experience are eligible for enrolment. Enrolment is limited to 50, because this is the largest number that can be instructed effectively in such a course.

Applications will be considered on the basis of date of application and nature of experience of applicant. Some attempt will be made to have representation from a variety of firms and organizations. The success of the Course will depend in part upon the breadth of experience of those participating.

Lectures:	
October 21st and 28th	ECONOMICS OF BUSINESS ENTERPRISE HUMAN RELATIONS IN ADMINISTRATION Professor V. W. Bladen, M.A. Oxon., F.R.S.C., Director, Institute of Business Administration.
November 4th, 11th, 18th, 25th	INDUSTRIAL ORGANIZATION AND PRODUCTION Professor E. A. Allcut, M.Sc., Head of the Department of Mechanical Engineering, University of Toronto.
December 2nd and 9th	PERSONNEL PSYCHOLOGY Professor W. Line, O.B.E., M.A., Ph.D., Pro- fessor of Psychology.
January 6th and 13th	UNION-MANAGEMENT RELATIONS Professor Bora Laskin, M.A., LL.B., LL.M., Professor of Law.
January 20th and 27th	MARKETING E. N. Ballon, B.A., M.B.A., Special Lecturer, Institute of Business Administration.
February 3rd and 10th 17th and 24th	FINANCE AND CONTROL OVERALL BUSINESS POLICY Professor S. G. Hennessey, B.Com., C.A., As- sociate Professor, Institute of Business Ad- ministration.

PLACE: Room 331, Mechanical Building.

TIME: Tuesdays, 8 p.m., commencing October 21st.

FEE: \$30.00.

PAINT POWER

The Knowledge and Merchandising of Paints

Eight lectures

Monday evenings

This course, the fifth of a series, is offered in collaboration with the Toronto Paint Club and the Canadian Paint, Varnish and Lacquer Association. Acknowledgment is made of the cordial support and co-operation of the Educational Committee of the Club. The names of the members of this Committee are listed below.

CHAIRMEN: G. E. Juby, International Varnish Company Limited.

J. F. Lang, Nuodex Products of Canada Limited.

Hugh Campbell, Canadian Industries Limited.

W. Saunders, E. Harris and Company Limited.

J. F. Manley, Brandram-Henderson Limited.

D. Hawthorne, Martin Senour Company Limited.

W. M. Olver, T. S. Simms and Company, Limited.

E. F. McGee, Canadian Mineral Spirits Limited.

R. L. Troke, Canadian Paint and Varnish Magazine.

A. Firth, Ontario Retail Hardware Association.

Lectures:

- October 20 OPPORTUNITIES THAT ARE YOURS THROUGH PAINT POWER
LECTURER: Leonard Hynes, General Manager, Paints and Coated Fabrics Department, Canadian Industries Limited.
- October 27 DEVELOPMENT OF THE PAINT INDUSTRY AND THE TYPES OF PRODUCTS IT MANUFACTURES
LECTURER: Frank S. Grundy, Imperial Varnish and Colour Company Limited.
- November 3 PAINTING PROCEDURES—HOW TO APPLY THE VARIOUS PROTECTIVE COATINGS
LECTURER: F. A. R. McNair, Linington McNair Company Limited.
- November 10 THE POWER OF COLOUR—WHAT IT IS AND WHAT IT DOES
(A colour film will be used at this lecture)
LECTURER: W. Sinclair, Canadian Industries Limited.
- November 17 THE PRINCIPLES OF SELLING (You and the Customer)
LECTURER: John T. Tee, Advertising Manager, Electric Auto-Lite Limited.
- November 24 THE MERCHANDISING OF PAINT IN THE RETAIL STORE
LECTURER: Harry Van Zant, Lowe Brothers Company Limited.
- December 1 ADVERTISING AND SALES PROMOTION
LECTURER: G. Brian Mills, International Varnish Company, Limited.
- December 8 REVIEW OF COURSE
Film—One Man Listens—Prizes and presentation of certificates
LECTURER: W. A. Shone, Sturgeons Limited, President, Toronto Paint Club.
COURSE DIRECTOR: D. G. W. McRae, B.Arch., M.F.A., M.R.A.I.C., A.R.I.B.A.

PLACE: Room 1035, Wallberg Building.

TIME: Mondays, 8 p.m., commencing October 20th.

FEE: \$8.00.

PERSONNEL ADMINISTRATION

**Tuesday evenings
Twenty lectures**

The growth of industry in Canada has led to the establishment in many organizations of a new function—personnel administration. This Course is designed principally for people who are engaged in supervisory activities dealing with people, either in formal personnel departments or in other activities in business, industry, or government. Those persons preparing themselves for such positions may also find this Course of value.

The Course will extend over 20 weeks, 10 sessions before Christmas and 10 after. It will be focused on personnel administration, its function in large and small organizations, the formal methods of fulfilling the function, e.g. selection and placement, training, accident prevention, induction of new employees; fundamental principles of human behaviour, and their significance in understanding people, incentives and general motivation of people, assessing people (merit rating), the learning process.

Each session will consist of a minimum of lecturing and a maximum of discussion focused on the subject matter. Enrolment is limited to 50, because it is felt this is the largest number with which this method of teaching may be effective. Applications will be considered on the basis of the date of application.

DISCUSSION LEADER: J. A. McIntyre, Personnel Supervisor, J. D. Woods & Gordon Limited.

PLACE: Room 254, Mechanical Building.

TIME: Tuesdays, 8 p.m., commencing October 7th.

FEE: \$25.00.

PHYSICAL METALLURGY

Twenty lectures

Tuesday and Thursday evenings

The growth of industry in Canada has led to a rapid expansion in the use of metals and alloys in the production of a very wide variety of manufactured articles; the need for efficient use of metals is further increased by the defence effort with which we are now faced.

Many of those now in the metal industry have had little or no opportunity for studying why metals behave as they do—that is, the mixture of practice and theory known as Physical Metallurgy. The purpose of this course is to provide an understanding of the various processes, such as forging, welding and heat treating, that are so important in industrial practice. The emphasis throughout is “why” rather than “how”, although frequent reference is made to practical applications of the principles that are discussed.

Lectures:

October	7	Introduction: What is metal? Microscopic examination of metals.
October	9	Crystalline structure of metals.
October	14	Freezing and melting.
October	16	The strength of metals.
October	21	How metals break.
October	23	Mixed Metals (alloys).
October	28	More mixed metals.
October	30	More about metal crystals.
November	4	How metals are fabricated (casting, forging, rolling, etc.).
November	6	How metals are joined (welding, brazing, etc.).
November	11	How alloys are chosen for industrial use.
November	13	Some non-ferrous alloys.

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| November | 18 | Some more non-ferrous alloys. |
| November | 20 | Cast iron. |
| November | 25 | Steel, its structure, heat treatment and properties. |
| November | 27 | Steel, more about its heat treatment and properties. |
| December | 2 | Alloy steel—stainless steel. |
| December | 4 | Corrosion. |
| December | 9 | Creep and Fatigue. |
| December | 11 | Some of the things we don't know about metals. |
- COURSE DIRECTOR: Dr. W. C. Winegard, Department of Metallurgical Engineering, University of Toronto.

PLACE: Room 1033, Wallberg Building.

TIME: Tuesdays and Thursdays, 7.30 p.m., commencing October 7th.

FEE: \$15.00.

PLANT OPERATION

Ten lectures

Thursday evenings

This Course was formerly a section of the content covered under a more general course heading of "Industry and Business Organization". It proved to be of such interest and practical value that it is now a separate course. Those who wish to gain knowledge in the techniques and problems of industrial organization and production will find this course very worth while.

Lectures:

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| October | 9 | General philosophy, ancient engineering works; controlling effect of food production; industrial revolution; causes and effects. Measurements in trade. |
| October | 16 | Principles of organization and management, including communications and reports. |
| October | 23 | Specialization and standardization; standards of physical measurement; measurement of human effort. |
| October | 30 | Designing the product; writing specifications, inspection methods and equipment. Statistical Quality Control. |
| November | 6 | Production Planning and control. |
| November | 13 | Motion study and methods improvement. |
| November | 20 | Time study and its uses. |
| November | 27 | Job analysis and job evaluation. |
| December | 4 | Plant site selection and plant layout. |
| December | 11 | Health and safety. Auxiliary services. |

COURSE DIRECTOR: Professor C. E. Olive, B.Sc., Department of Mechanical Engineering, University of Toronto.

PLACE: Room 254, Mechanical Building.

TIME: Thursdays, 8 p.m., commencing October 9th.

FEE: \$10.00.

PRODUCTION OF IRON AND STEEL

Twenty lectures
Thursday evenings

This Course is designed to give the student some of the principles and fundamentals underlying the manufacture of man's most useful metal. So common is steel in our daily lives, we are inclined to overlook its importance and the effect of the steel industry upon the nation's economy especially in a time of large defence production. This series of lectures will help those participating to appreciate the importance of such things as the new Labrador Iron Ore Field, the St. Lawrence Deep Seaway, and the Great Lakes Transportation System as well as learn the technical side of steel production.

The Course is intended primarily for business people who have had no previous training in this type of work. Although a knowledge of physics and chemistry is desirable it is not essential.

Lectures will be illustrated with movie pictures and lantern slides. The time table shows the general pattern of the Course, but it is not to be assumed that each lecture period will necessarily be devoted exclusively to the subject listed for that date. On completion of the Course a field trip to one of the large steel works in Canada or the United States is to be arranged.

Lectures will start promptly at 8 o'clock and will be followed by a question or discussion period.

Lectures:

1952

October	2	General Introduction and Basic Principles.
October	9	Movie Film illustrating the Steel Industry.
October	16	Description of the Iron Blast Furnace.
October	23	Blast Furnace Operation and Control, Blast Furnace Products.
October	30	Iron Ore Mining, Transportation and Ore Preparation.
November	6	Fuels, Manufacture of Metallurgical Coke.
November	13	Iron into Steel. An introduction of Steelmaking Processes. Difference between Acid and Basic Processes.
November	20	The Open Hearth Furnace. Construction, Operation, and Maintenance.
November	27	The Production of a Heat of Steel in the Basic Open Hearth Furnace.
December	4	Basic Open Hearth Process (continued) Temperature Control, Slag Control and Finishing the Heat.

1953

January	8	The Ingot Phase of Steel Production.
January	15	The Bessemer Process.
January	22	The Electric Process.
January	29	Iron-Carbon Constitutional Diagram.
February	5	Heat Treatment of Steel.
February	12	Effect of Alloying Elements in Steel.
February	19	Soaking Pits and Rolling Mills.

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| February | 26 | Manufacture of Structural Steels, and Rails; Roll Design; Subsequent Treatment. |
| March | 5 | Manufacture of Plate, Sheet, and Strip (hot rolling and pickling). |
| March | 12 | Manufacture of Plate, Sheet, and Strip continued (cold rolling, annealing, tinplate and galvanizing). |

INSTRUCTOR: Professor H. U. Ross, Assistant Professor of Metallurgical Engineering, University of Toronto.

PLACE: Room 2034, Wallberg Building.

TIME: Thursdays, 8 p.m., commencing October 2nd.

FEE: \$15.00.

PURCHASING

Twenty lectures
Tuesday evenings

This series of twenty lectures is offered in co-operation with the Purchasing Agents' Association of Toronto for the special training of Purchasing Agents and their assistants. The subjects cover the many types of work encountered in the everyday practices of a Purchasing Department. The lecturers are selected from men actively engaged in their special vocations.

The members of the University Extension Course Committee of the Purchasing Agents' Association of Toronto are listed below:

CHAIRMAN:

Ian M. Young, Assistant Purchasing Agent, Toronto General Hospital.

VICE-CHAIRMAN: D. Stewart Lillie, Assistant Purchasing Agent, Goodyear Tire and Rubber Company of Canada Limited.

MEMBERS: John A. Bell, Purchasing Agent, Canadian General Electric Company Limited.

John H. Garlick, Purchasing Agent, Exide Batteries of Canada Limited.

Gordon Gladwin, Purchasing Agent, S. A. Armstrong Limited.

George A. Harrap, Purchasing Agent, Henry Disston and Sons Limited.

Carl A. Johnston, Purchasing Agent, University of Toronto.

The Fall and Winter Courses are the ninth and tenth (Part I and II) conducted under these auspices. Students are encouraged to bring their problems to the class for open discussion following each lecture.

Lectures:

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| October | 7 | THE PERSONAL EQUATION IN PURCHASING
LECTURER: Garnet T. Dickson, Purchasing Agent, Goodyear Tire and Rubber Company of Canada Limited, President, National Association of Purchasing Agents 1947. |
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- CHAIRMAN: Clifford G. Lloyd, Purchasing Agent, G. Solway and Sons Limited, President, Purchasing Agents' Association of Toronto.
- October 14 BUYING ELECTRICAL GOODS
LECTURER: Gordon T. Roach, Purchasing Agent, Superior Electric Supply Company of Toronto Limited.
CHAIRMAN: Harry M. Finigan, Purchasing Agent, Dominion Wheel and Foundries Limited, Vice-President, Purchasing Agents' Association of Toronto.
- October 21 PLANT VISIT TO GRAND AND TOY LIMITED, TORONTO
- October 28 PRINTING AND OFFICE SUPPLIES—
FOLLOW UP TO PLANT VISIT
LECTURER: H. C. Smith, Director and Sales Manager, Grand and Toy Limited.
CHAIRMAN: James R. Hawitt, Purchasing Agent, Gray Forgings and Stampings Limited, Vice-President, Purchasing Agents' Association of Toronto.
- November 4 MANUFACTURE AND USES OF PLATE GLASS (ILLUSTRATED MOTION PICTURE)
LECTURER: William Hagon, Sales and Advertising Manager, Pilkington Glass Limited.
CHAIRMAN: Carl A. Johnston, Purchasing Agent, University of Toronto, Vice-President, Purchasing Agents' Association of Toronto.
- November 11 WHAT, WHERE AND HOW MUCH TO BUY
LECTURER: Reginald H. Yarnell, Purchasing Agent, Canadian Pacific Railway, Toronto, Director, Purchasing Agents' Association of Toronto.
CHAIRMAN: Walter H. Easey, Purchasing Agent, Turnbull Elevator Company, Limited.
- November 18 VALUE ANALYSIS
LECTURER: Claude Watt, Planning and Services Division, Canadian General Electric Company, Limited.
CHAIRMAN: Charles R. Eisenhofer, Purchasing Agent, Canadian General Electric Company Limited, Director, Purchasing Agents' Association of Toronto.
- November 25 BUYING COAL
LECTURER: Ian MacLaren, President, Rochester and Pittsburgh Coal Company (Canada) Limited.
CHAIRMAN: Ian M. Young, Assistant Purchasing Agent, Toronto General Hospital.
- December 2 SALES TAXES
LECTURER: Alex McDonald, Assistant Secretary, Exide Batteries of Canada Limited.
CHAIRMAN: John H. Garlick, Purchasing Agent, Exide Batteries of Canada Limited, Director, Purchasing Agents' Association of Toronto.
- December 9 BUYING PAINTS
LECTURER: R. C. Hubbard, Chief Chemist, Long Branch Plant, Murphy Paint Company Limited.

CHAIRMAN: Frank V. E. MacDonald, Purchasing Agent, Robinson Cotton Mills Limited, Director, Purchasing Agents' Association of Toronto.

PART II

- January 13 **ETHICS OF PURCHASING**
LECTURER: D. Stewart Lillie, Assistant Purchasing Agent, Goodyear Tire and Rubber Company of Canada Limited.
CHAIRMAN: Alan L. Francis, Assistant Purchasing Agent, Goodyear Tire and Rubber Company of Canada Limited, National Director, Canadian Council of Purchasing Agents.
- January 20 **PAPER MAKING AND ITS USES (ILLUSTRATED MOTION PICTURE)**
LECTURER: N. B. Powter, Advertising and Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal.
CHAIRMAN: Frederick B. Brookbanks, Purchasing Agent, Ault and Wiborg Company of Canada Limited, President, Purchasing Agents' Association of Toronto, 1949.
- January 27 **SELECTING SOURCES OF SUPPLY AND RELATIONSHIP WITH SUPPLIES**
LECTURER: L. H. Muir, Assistant Manager, Purchasing Department, Canadian-Brazilian Services Limited.
CHAIRMAN: Byron Cumberland, Purchasing Agent, Loblaw Groceries Company Limited.
- February 3 **INDUSTRIAL ELECTRICAL EQUIPMENT**
LECTURER: L. R. Douglas, Apparatus Division, Canadian General Electric Company Limited.
CHAIRMAN: John A. Bell, Purchasing Agent, Canadian General Electric Company Limited.
- February 10 **THE PURCHASING AGENT AND THE SALESMAN**
LECTURER: John H. Garlick, Purchasing Agent, Exide Batteries of Canada Limited, Director, Purchasing Agents' Association of Toronto.
CHAIRMAN: D. Stewart Lillie, Assistant Purchasing Agent, Goodyear Tire and Rubber Company of Canada Limited.
- February 17 **LUBRICATION FOR MAINTENANCE**
LECTURER: A. B. Anglin, Technical Services Department, The British American Oil Company Limited.
CHAIRMAN: Gordon Gladwin, Purchasing Agent, S. A. Armstrong Limited.
- February 24 **RESEARCH IN INDUSTRY**
LECTURER: W. R. Stadelman, B.A.Sc., M.B.A. (Harvard), Ontario Research Foundation.
CHAIRMAN: Reginald H. Yarnell, Purchasing Agent, Canadian Pacific Railway, Toronto. Director, Purchasing Agents' Association of Toronto.

- March 3 **LEGAL ASPECTS OF PURCHASING**
LECTURER: Charles M. Ricketts, Q.C., Corporation Lawyer, Toronto.
CHAIRMAN: George A. Davis, Purchasing Agent, Plate and Structural Steel Limited, President, Purchasing Agents' Association of Toronto, 1948.
- March 10 **CUSTOMS**
LECTURER: H. J. Linney, Investigations Branch, Department of National Revenue.
CHAIRMAN: Frederick A. Waghorne, Purchasing Agent, Scythes and Company Limited, Member, Canadian Council of Purchasing Agents.
- March 17 **PLASTICS' DOLLAR VALUES**
LECTURER: Donald M. Taylor, Plastics Adviser to Defence Research Medical Laboratories and The Institute of Aviation Medicine R.C.A.F.
CHAIRMAN: George A. Harrap, Purchasing Agent, Henry Disston and Sons Limited, Chairman, Education Committee, District No. 5, National Association of Purchasing Agents.

PLACE: Room 102, Mechanical Building.

TIME: Tuesdays, 8 p.m., commencing October 7th.

FEE: \$15.00.

QUALITY CONTROL THROUGH STATISTICAL METHODS

Eighteen lectures
Monday evenings

This Course is presented by the Department of Mechanical Engineering, Faculty of Applied Science and Engineering in conjunction with the Toronto Quality Control Society. The programme consists of eighteen two-hour evening sessions of lectures, demonstrations, and practice periods. There will be two parts to the Course, the Basic Course and the Advanced Course. Those who took the Course last year, 51-52, will be eligible for the Advanced Course. The Course is designed for people in industry who desire to learn about this valuable method and to make immediate practical application to their own every-day operating problems.

A NEW APPROACH TO QUALITY CONTROL

Statistical methods of quality control as developed by some of the nation's leading industries with the co-operation of educational institutions and governmental agencies, are showing startling results in:

Improving quality of purchased materials

Economics in use of labor and materials

Improving quality of final product

Decreasing rejections

Decreasing inspection costs

Improving producer-consumer relations

Aiding in conversion from production of one type of product to another.

One of the fundamental principles of quality control by statistical methods is to undertake to build quality into the product by keeping the various steps of the process with control—quality cannot be inspected into the final product.

INDUSTRIAL APPLICATIONS

The scientific methods of statistical control are being used in such industries as aircraft, candy, chemicals, clay products, drugs, electrical equipment, farm machinery, food, foundries, glass, mail order, metal working, optics, paper, plastics, radio equipment, rubber, seeds, small arms, steel, surgical dressings, telephone, textiles, tools, and transportation.

New uses are being discovered constantly and additional concerns are making use of it as more individuals are trained. It has proved to be particularly desirable when applied to new lines of production and where it is necessary to utilize inexperienced labor.

Statistical Quality Control may be used with equal effectiveness in a large corporation or small company to standardize the product.

BASIC COURSE

October	20	Basic Principles of Quality Control
October	27	Control Charts for Variables
November	3	Projected and Modified Limits
November	10	Calculation of $\bar{X}$ and R
November	17	Control Chart for Fraction Defective (p-Chart)
November	24	Control Chart for Number and Defects (c-Chart)
December	1	Acceptance Sampling: Dodge-Romig Sampling Inspection Tables Military Standard MIL-STD-105A
December	8	Organization for a SQC Program

ADVANCED COURSE

January	12	Control Charts—a review
January	19	Frequency Distributions
January	26	Significance of Differences
February	2	Linear Correlation
February	9	Sampling by Variables
February	16	Sequential Sampling
February	23	Analysis of Variance
March	2	Multiple Correlation
March	9	Chi Square
March	16	Problems in Application

REQUIREMENTS:

Applicants should have a high school or technical school education with a knowledge of elementary Algebra. They should also be familiar with production and inspection systems of a manufacturing plant or industry.

INSTRUCTOR: R. J. D. Gillies, National Director,
Toronto Section, American Society for Quality Control.

PLACE: Room 202, Mechanical Building.

TIME: Mondays, 7.30 p.m., commencing October 20th.

FEE: \$27.00 complete—\$12.00 for First Term —8 lectures. —18.00 for Second Term—10 lectures.

SALESMANSHIP

Ten lectures
Wednesday evenings

This Course is part of a Career Programme inaugurated by the Advertising and Sales Club of Toronto. It is designed to assist those already in the selling field to become top-flight salesmen, as well as those who contemplate undertaking this type of work. Outstanding sales executives will co-operate in making the Course both interesting and instructive.

Lectures:

October	8	SO YOU WANT TO BE A SALESMAN? Stuart M. Philpott, Northgrave Limited.
October	15	WHAT IS MERCHANDISING? A. Frank Oliver, Electric Auto-Lite Limited.
October	22	MAINTAINING A SELLING ATTITUDE C. O. Dalton, Canadian Breweries Limited.
October	29	WE ARE SELLING AGAIN F. B. Peppiatt, Robertson Motors Limited.
November	5	PEOPLE BUY—WHAT PEOPLE BUY J. H. Welsh, Electrolux (Canada) Limited.
November	12	WHAT IT TAKES TO BE A SALESMAN Graham A. Walter, Canada Life Assurance Company.
November	19	A CLOSE SHAVE IN MERCHANDISING Marvin Shaw, Noxzema Chemical Company of Canada, Limited.
November	26	SELLING BLUE SKY Cyril N. Foy, Saturday Night.
December	3	SUCCESSFUL SELLING—the Door to Wider Opportunities S. R. Skelton, Saturday Night Press.
December	10	PUBLIC RELATIONS FOR SALESMEN C. S. Watson, Canadian Breweries Limited. COURSE DIRECTOR: John T. Tee, Electric Auto-Lite Limited.

PLACE: Room 135 McLennan Laboratory.

TIME: Wednesdays, 7.30 p.m., commencing October 8th.

FEE: \$10.00.

TRAFFIC MANAGEMENT

Twenty lectures
Monday evenings

This Course is sponsored by the Ontario Division of the Canadian Industrial Traffic League. It is designed as the first part of a 3-year Course in Transportation and will deal with three main subjects in a most practical and thorough manner. The subjects are: Freight Classification, Rates (Class, Commodity and Competitive), and Bills of Lading. Each lecture period will consist of a one-hour lecture followed by a 45-minute question and answer period. There will be 20 lecture periods and 4 review periods. The four review periods will be used as a personal test of learning.

Acknowledgment is made to the Education Committee for their contribution in arranging this Course.

CHAIRMAN: J. Hanley, Traffic Manager, Gypsum, Lime & Alabastine, Canada, Limited.

SECRETARY: B. C. Mace, Traffic Manager, Aluminum Goods Limited.

MEMBERS: F. W. Hobbs, Traffic Manager, Anaconda American Brass Limited.

J. R. Silk, Assistant Traffic Manager, Lever Brothers Limited.

A. A. Landry, Assistant Traffic Manager, Nestle (Canada) Limited.

W. A. Brown, Traffic Officer, Connaught Medical Research Laboratories.

J. Hamilton, Traffic Manager, Willards Chocolates Limited.

K. Dawson, Manager, Customs Department, A. R. Williams Machinery Company Limited.

Lectures:

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| October | 20 | INTRODUCTION TO CANADIAN FREIGHT CLASSIFICATION
LECTURER: J. Hanley, Traffic Manager, Gypsum, Lime & Alabastine, Canada, Limited, Toronto. |
| October | 27 | CLASSIFICATION RULES 1
LECTURER: J. N. Gordon, Traffic Manager, Procter & Gamble Co. of Canada, Limited, Toronto. |
| November | 3 | CLASSIFICATION RULES 2
LECTURER: B. C. Mace, Traffic Manager, Aluminum Goods Limited, Toronto. |
| November | 10 | CLASSIFICATION RULES 3
LECTURER: D. L. Matthews, Assistant Traffic Manager, Maple Leaf Milling Company. |
| November | 17 | CLASSIFICATION RULES 4
LECTURER: H. W. Johnson, Traffic Department, Canadian Kodak Company, Limited, Toronto. |
| November | 24 | EXAMINATION AND REVIEW PERIOD |
| December | 1 | CLASSIFICATION PROPER AND RATINGS
LECTURER: A. A. Landry, Assistant Traffic Manager, Nestle (Canada) Limited, Toronto. |
| December | 8 | INTRODUCTION TO CLASS RATES
LECTURER: J. Hanley, Traffic Manager, Gypsum, Lime & Alabastine, Canada, Limited, Toronto. |
| December | 15 | CLASS RATES TARIFFS
LECTURER: J. R. Silk, Assistant Traffic Manager, Lever Brothers Limited, Toronto. |
| January | 5 | JOINT CLASS RATES TARIFFS
LECTURER: J. S. Lafferty, Traffic Manager, The Flintkote Company of Canada, Limited, Toronto. |
| January | 12 | TRANSCONTINENTAL TARIFFS
LECTURER: A. R. Treloar, Assistant Manager, Transportation Department, Canadian Manufacturers Association, Toronto. |

January	19	EXAMINATION AND REVIEW PERIOD
January	26	COMMODITY RATES LECTURER: S. V. Musselwhite, Traffic Manager, Victory Mills Limited, Toronto.
February	2	GENERAL COMMODITY TARIFFS LECTURER: J. T. MacKenzie, General Traffic Manager, The Austin Motor Company (Canada) Limited, Toronto.
February	9	COMMODITY TARIFFS (SPECIFIC) LECTURER: C. W. Middleton, Traffic Manager, Page-Hersey Tubes Limited, Toronto.
February	16	COMPETITIVE TARIFFS LECTURER: A. E. Burt, Traffic Manager, Campbell Soup Company, Limited, Toronto.
February	23	TYPICAL COMPETITIVE TARIFFS LECTURER: T. M. Kidd, Traffic Manager, Canadian Fruit Wholesalers' Association, Toronto.
March	2	EXAMINATION AND REVIEW PERIOD
March	9	RAIL BILL OF LADING—FRONT LECTURER: C. LaFerle, General Traffic Manager, The Robert Simpson Company, Limited, Toronto.
March	16	RAIL BILL OF LADING—BACK LECTURER: C. LaFerle, General Traffic Manager, The Robert Simpson Company, Limited, Toronto.
March	23	EXPRESS AND ONTARIO TRUCK BILL OF LADING LECTURER: J. R. Silk, Assistant Traffic Manager, Lever Brothers Limited, Toronto.
March	30	OCEAN BILL OF LADING LECTURER: D. Savage, Canadian Representative, Sutherland International Despatch Limited, Toronto.
April	6	AIR CARGO AND AIR EXPRESS LECTURER: W. A. Brown, Traffic Officer, Connaught Medical Research Laboratories, Toronto.
April	13	EXAMINATION AND REVIEW PERIOD

PLACE: Room 1033, Wallberg Building.

TIME: Mondays, 7.30 p.m., commencing October 20th.

FEE: \$10.00.

WAREHOUSING AND STORAGE

Ten lectures

Tuesday evenings

This Course is sponsored by the Canadian Warehousemen's Association and is designed to give useful instruction in Warehousing Technique to warehouse personnel and to those interested in this field of industry.

- Lectures:**
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| October | 7 | PUBLIC RELATIONS—THE WAREHOUSEMAN AND HIS STAFF
LECTURER: Professor K. S. Bernhardt, M.A., Ph.D., Professor of Psychology, University of Toronto. |
| October | 14 | THE TECHNIQUE OF GENERAL SHIPPING AND CRATING—Crating of household furniture—coopering that sticks
LECTURER: Bert Allan, General Manager, Capital Storage Company, Ottawa, Ontario. |
| October | 21 | PILING AND CARE IN STORAGE—Materials handling—conservation of space—protection of goods
LECTURER: Tom Stables, Assistant Manager, Federal Cold Storage and Warehousing Company, Limited, Toronto. |
| October | 28 | PROBLEMS IN COLD STORAGE MANAGEMENT
LECTURER: Dr. J. H. L. Truscott, Vineland Experimental Farm, Vineland, Ontario. |
| November | 4 | THE USE AND BENEFIT OF COST ACCOUNTING IN WAREHOUSING
LECTURER: C. F. Basil Tippet, President, Tippet-Richardson Limited, Toronto. |
| November | 11 | LOSSES, THEFT AND MYSTERIOUS DISAPPEARANCES—Their discovery, prevention and cure
A Panel Discussion. |
| November | 18 | INSURANCE AND ITS PLACE IN PUBLIC WAREHOUSING
LECTURER: J. Clarkson Woodland, Director, Tomenson Saunders Smith and Garfat Limited, Toronto.
LECTURER: J. B. Kemp, Inland Marine Superintendent, Springfield Fire and Marine Insurance Company, Toronto. |
| November | 25 | OFFICE PROCEDURE AND PAPER WORK—As it affects the customer—as it affects the company—legal aspects.
A Panel Discussion. MODERATOR: J. R. Warren, Managing Director, M. Rawlinson Limited, Toronto. |
| December | 2 | LEGAL ASPECTS OF PUBLIC WAREHOUSING
A Panel Discussion. MODERATOR: Joseph A. Whitmore, Managing Director, Canadian Warehousemen's Association.
PARTICIPATING: Charles A. Thompson, Q.C., Toronto. |
| December | 9 | SAFETY—Highway transportation risks—how to protect your warehousemen—practical methods of preventing fires.
A Panel Discussion.
COURSE CO-ORDINATOR: E. P. Carr, President, Howell Warehouses, Limited, Toronto. |

PLACE: Room 123, Wallberg Building.

TIME: Tuesdays, 8 p.m., commencing October 7th.

FEE: \$10.00.

EVENING CLASSES IN BUSINESS SUBJECTS

Accounting I

Accounting II

Cost Accounting

Heating and Ventilating, Air Conditioning and Refrigeration

Internal Auditing

Mercantile Law

ACCOUNTING I

Mondays

In the Autumn Term this course deals with elementary accounting principles. The recording of the financial transactions of business or other organizations is considered and a study is made of the function of books of original entry, ledgers and trial balances. The preparation of financial statements showing operating results during an accounting period and the position at a particular moment of time follows. This includes a consideration of the adjustments necessary to record depreciation, bad debts, and accrued and prepaid expenses and revenues.

During the Second Term, consideration is given to columnar records, control accounts, subsidiary ledgers, the treatment of various specialized accounting problems, and the application of these principles to partnership, limited liability companies and non-trading organizations.

LECTURER: Henry Turman, B.Com.(Queens), M.Com., C.A.

PLACE: Room 252, Mechanical Building.

TIME: Mondays, 8 p.m., commencing October 6th.

FEE: \$12.00 twenty lectures.

ACCOUNTING II

Mondays and Tuesdays

An advanced accounting course dealing with corporations and other business organizations; the preparation and analysis of financial statements, balance sheets, manufacturing accounts, trading profit and loss accounts, surplus and reserves; procedure in books of account and adjusting entries and working papers leading up to the financial statements; accounting principles relative to government income and other taxes.

LECTURER: Thomas B. Godfrey, C.A.

PLACE: Room 101 McLennan Laboratory.

TIME: Mondays and Tuesdays, 8 p.m., commencing October 6th.

FEE: \$12.00 twenty lectures, Autumn Term.

COST ACCOUNTING

Thursdays

This course will consider the different methods of costing, the elements of cost, material, labour and overhead, and the various systems for their record and control; methods of interlocking the cost records with the

financial books; subsidiary ledgers and their controlling accounts; the detailed study of the job order system and the process system of costing; the control of distribution costs; analytical and comparative statements and monthly closing entries; an introduction to standard costs and budgetary control. Students should have a thorough knowledge of the manufacturing account and the principles of controlling accounts.

LECTURER: J. G. McKnight, R.I.A.

PLACE: Room 202, Mechanical Building.

TIME: Thursdays, 8 p.m., commencing October 9th.

FEE: \$12.00 twenty lectures.

HEATING AND VENTILATING, AIR CONDITIONING AND REFRIGERATION

Tuesdays

The following will be discussed as far as time permits: Heat transmission and design factors, insulation; Steam, Hot Water and Warm Air Heating Systems, including Panel or Radiant Systems; Radiators and Convectors, Boilers and Furnaces; Ventilation requirements; Air Condition, the Psychrometric Chart, air washers and filters; principles and methods of Refrigeration and its application to Air Conditioning and Cold Storage; Automatic Controls for Heating, Air Conditioning and Refrigeration. Those contemplating taking this course should have studied Mathematics equivalent to the requirements for Junior Matriculation.

LECTURER: F. G. Ewens, M.A.Sc.

PLACE: Room 202, Mechanical Building.

TIME: Tuesdays, 8 p.m., commencing October 7th.

FEE: \$12.00 twenty lectures.

INTERNAL AUDITING

Ten lectures

Tuesday evenings

These lectures are sponsored by The Institute of Internal Auditors, which was organized in the year 1941 to disseminate information concerning internal auditing and related subjects and to establish high standards among its members. Internal auditing is a comparatively new development in business. It is the independent appraisal activity within an organization for the review of the accounting, financial and other operations as a basis for protective and constructive service to management.

This season's lectures will deal not only with the protective aspects of the internal auditor's work and the related procedures for the prevention and detection of fraud, but they will also enlarge upon the constructive nature of the services which he can render to the management. It is the modern internal auditor's success in providing new ideas and increased efficiency which has led to his promotion to the higher ranks of management in so many recent cases.

The ten lectures comprising the course will deal with most of the aspects of internal auditing, beginning with the formation of an Internal Audit Department, the selection of personnel and a working programme

for its activities. This will be followed by technical sessions detailing the scope and impact of Internal Auditing on industry, and describing the procedures to be followed.

LECTURERS: To be designated by The Institute of Internal Auditors.

PLACE: Room 2034, Wallberg Building.

TIME: Tuesdays, 8 p.m., commencing October 7th.

FEE: \$5.00.

MERCANTILE LAW

Twenty lectures
Monday evenings

The Course is divided into three sections—commercial law, judicial and administrative tribunals and business practices—making it of interest to those who wish to obtain a general background of law as an aid to further courses of study. The lectures will be practical throughout, not as a substitute for legal advice but rather as a means whereby a person can avoid unnecessary litigation by knowing beforehand the legal requirements of everyday business intercourse.

Contracts, lending and borrowing of money, selling and buying of merchandise, purchases by married women, renting of property, hiring of help, company law, mortgages, banking, insurance, income tax, labour law, sole traders, partnerships, and the law of principal and agent will be explored, not as academic subjects but in relation to how they influence the lives of people in ordinary business, professional and social life. Emphasis will be placed on the application of the principles of business law in a personal and individual way. Case studies of individual problems will be encouraged.

LECTURER: W. G. Chapin, B.A., Barrister at Law.

PLACE: Room 2034, Wallberg Building.

TIME: Mondays, 8 p.m., commencing October 6th.

FEE: \$12.00 twenty lectures.

OTHER EVENING COURSES

Detailed information regarding Evening Tutorial Classes and Royal Ontario Museum Evening Classes, which are listed below, is given in separate booklets. For copies of these booklets write or telephone to University Extension, Simcoe Hall, University of Toronto. Telephone Midway 6611, Locals 18, 21, 22, 23, except Saturdays.

EVENING TUTORIAL CLASSES

Course	Night	Fee
Anthropology—The Study of Man	Tuesdays	\$6.00
Appreciation of Art	Wednesdays	12.00
Astronomy	Thursdays	12.00
Authorship	Tuesdays	12.00
Calculus	Tuesdays	12.00
Conservation	Wednesdays	6.00

Current Events	Mondays	12.00
Economics	Mondays	12.00
English Composition—Elementary	Mondays	12.00
English Composition—Advanced	Wednesdays	12.00
English Composition and Grammar (Newcomers)	Mondays & Wednesdays	12.00
English—Advanced Course for Newcomers	Mondays & Wednesdays	10.00
English—Conversational (Newcomers)	Tuesdays & Thursdays	12.00
English Literature—Criticism and Appreciation	Wednesdays	12.00
English Literature—The Modern Novel	Thursdays	12.00
The Film & Society	Mondays	10.00
French I, II, III & IV	Tuesdays	ea. 12.00
German	Mondays	12.00
Great Literature	Thursdays	12.00
Historical Background—Conflict of Democracy and Totalitarianism	Mondays	6.00
Home Furnishing (Spring Term)	Mondays	6.00
Home Gardening	Thursdays	15.00
Interior Decoration	Tuesdays	12.00
Introduction to Play Production	Saturdays	12.00
Italian	Tuesdays	12.00
Journalism	Mondays	12.00
Magazine Writing A	Wednesdays	12.00
Magazine Writing B	Thursdays	12.00
Modern Gymnastics for Women	Mondays	6.00
Music Appreciation IA	Wednesdays	12.00
Music Appreciation IB	Thursdays	12.00
Music Appreciation II	Mondays	12.00
Nature Study	Wednesdays	12.00
Philosophy	Mondays	12.00
Photography for Amateurs	Thursdays	18.00
Psychology—A & B	Mondays	ea. 12.00
Psychology—C & D	Tuesdays	12.00
Psychology—Social	Thursdays	12.00
Public Affairs for Women (Autumn Term)	Mondays	10.00
Radio Writing	Tuesdays	15.00
Social and Political Ideals of To-Day	Wednesdays	6.00
Spanish IA & IB	Wednesdays	12.00
Speech Arts		
Art of Speech	Wednesdays	12.00
Development of Self-Expression	Thursdays	12.00
Diction and Voice Development A	Tuesdays	6.50
Diction and Voice Development B	Thursdays	6.50
Oral Expression	Mondays	12.00
Public Speaking A	Mondays	12.00
Public Speaking B	Tuesdays	12.00
Public Speaking C	Wednesdays	12.00
Public Speaking D	Thursdays	12.00

ROYAL ONTARIO MUSEUM EVENING CLASSES

East-West	Thursdays	6.00
Life and Arts in England	Mondays	6.00
The Indians in Canada Before and After the White Man	Tuesdays	6.00
The Fascinating Story of Egypt	Thursdays	6.00
Gems, Metalwork and Jewellery	Fridays	6.00
Design, Past and Present	Thursdays	6.00

In addition to the Business and Industry Evening Courses, University Extension also serves the business community by providing the "Certificate Course in Business", and conducts Correspondence Courses for a number of business and professional organizations. Some details of these courses are given below.

THE CERTIFICATE COURSE IN BUSINESS (An Evening Course)

The Certificate Course in Business provides instruction in the basic principles of modern business. The Course is designed for mature men and women in business and industry, and in the Dominion, Provincial and Municipal Services. It should be of particular value to Administrative Assistants, members of Accounting Staffs, Office Managers, and those responsible for procedures in business and industry.

SUBJECTS OF INSTRUCTION

Accounting
Economics
Finance
Human Problems in Industry
Introduction to Business Organization
Marketing
Mercantile Law
Production
Psychology

A descriptive folder is available on request at the Department of University Extension, Simcoe Hall. Telephone MIDway 6611, Locals 18, 21, 22 or 23.

CORRESPONDENCE COURSES DIVISION

Correspondence Courses are conducted for professional organizations listed below. No certificates, diplomas or degrees are awarded by the University but each organization is authorized by charter to award its own designation. Requests for information should be addressed to the Secretary of the organization concerned.

The Canadian Credit Institute—137 Wellington St. W., Toronto.

The Certified Public Accountants Association of Ontario—123 St. Clair Ave. W., Toronto.

The Life Underwriters' Association of Canada—159 Bay St., Rm. 901, Toronto.

The International Accountants and Executives Corporation of Canada—85 Richmond St. W., Rm. 601, Toronto.

The Society of Industrial and Cost Accountants—66 King St. E., Hamilton.

The Chartered Institute of Secretaries—19 Melinda St., Rm. 100, Toronto.

The Insurance Institute of Ontario—86 Adelaide St. E., Toronto.

Investment Dealers Association of Canada—11 Jordan St., Toronto.

University Extension takes this opportunity of bringing to the attention of the Business Community the evening programme of the Institute of Business Administration.

INSTITUTE OF BUSINESS ADMINISTRATION

273 Bloor Street West, Toronto

Evening Classes

A. Graduate Work: For the Master of Commerce Degree

Arrangements have been made where University graduates in full-time employment may proceed to this degree. They may spread the work over several years, and special classes are held in the evenings and on Saturdays. All these classes begin Monday, September 29th.

Further information may be secured from the Secretary of the Institute.

B. Evening Conference Series

The Institute conducts a number of conference groups on various phases of business administration, and particularly on problems of "human relations". There are usually eight weekly meetings before and eight after Christmas. The groups are limited in size, in some cases to twenty members. They start in the third week in October.

The programme of conference series to be held in the session 1952-53 will be available from the Secretary of the Institute by the middle of September.

For information regarding these courses write to **Professor V. W. Bladen**, Director, Institute of Business Administration, University of Toronto, 273 Bloor Street West, Toronto, 5.

